

Question 2: What would you like to see to help you market this issue to your communities?

- Marketing materials from ALA or ILF ||||
- Marketing public library services ||||
- Templates |||
- Other state models |||
- Educational information for the public
  - Value use calculator |||
  - Talking points ||
  - Where to find information on AV, how to figure what the average taxpayer would pay
- Educational information for use with the elected official
  - Talking points ||
  - Invite legislators to our libraries
- Knowledge of studies on library services and impact
  - Correlation between libraries and educational levels
  - Economic impact of libraries
  - Indiana library statistics
- Workshops on front-line advocacy
- Number of children in unserved areas (birth – 18)
- Address fear of consolidation
- Emphasize 37 counties of 92
- Other comments: Marketing follows mandate

Question 3: What additional ways can you suggest to accomplish our goal of universal service?

- Encourage interested public to become advocates for libraries |||
- Pilot for 2 years / short time –no contracts – free service for all unserved ||
- No service for anyone outside of our districts (no students or temp cards, no computer use, no programming) ||
- Throw out 10,000 rule
- Library districts same as school districts
- Map districts with existing budget info (from ISL) and AV to be able to provide quality service equitably
- LSTA grants for pilot test period
- Encourage sense of ownership for the taxpayer: “This is YOUR library, USE it.”
- Have legislators work the circulation desk and tell potential patrons why they can’t have library cards.
- Media campaign
- Move all 6.5% (unserved) into one county “so they can all be happy together”